



VACANCY ANNOUNCEMENT

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY

Senior Executive Service

EOP/Office of Administration

ISSUE DATE: October 2, 2003

CLOSING DATE: October 24, 2003

ANNOUNCEMENT NUMBER

ONDCP-04-01-RG

Title, Series & Grade

Associate Director for National Youth Anti-Drug

Media Campaign

ES-301-1/6 (\$131,342 to \$142,500)

Vacancy Location:

Executive Office of the President

Office of National Drug Control

Washington, D.C. 20503

AREA OF CONSIDERATION: OPEN TO ALL QUALIFIED APPLICANTS

This position has been designated as a Senior Executive Service (SES) position. If not already a member of the SES serving under a career appointment, the individual must have his/her executive qualifications certified by a Qualifications Review Board of the Office of Personnel Management before appointment to this position, and will be required to serve a one-year probationary period in this position.

DUTIES: The incumbent serves as the Associate Director, Office of National Youth Anti-Drug Media Campaign, Office of National Drug Control Policy (ONDCP), Executive Office of the President. The incumbent serves as the principal assistant providing executive direction and leadership in regard to a major national advertising and media campaign aimed at youth to educate them to the dangers of illegal substances.

The incumbent has executive leadership responsibility for planning, coordinating and directing several government-wide and national initiatives of the President's National Drug Control Strategy. The incumbent makes recommendations to the Director, as well as other policy officials, on the appropriate techniques of communication to reduce the degree to which drug, alcohol and tobacco use by youth is glamorized or normalized in the entertainment media. The incumbent will plan and direct a national paid advertising and media awareness campaign to reduce drug use. Further the incumbent will direct staff and contractors in developing systems for approval and implementation of media plans, media purchases, creative production, tracking, fulfillment materials and other components necessary for public education and public service programs. The incumbent will negotiate with executives of broadcast and cable television networks, Ad Council, Partnership for a Drug Free America, and other media organizations to obtain the maximum amount of matched media time and space to ensure ONDCP's objectives are well served. Additionally, the incumbent will direct ONDCP media literacy initiative and promote incorporation of media literacy concepts into strategies, grants, programs, and activities of other Federal agencies. The incumbent will identify and develop programs with private sector partners, including businesses and organizations involved with media, prevention, education, public service, etc.

QUALIFICATION REQUIREMENTS:

Mandatory Professional/Technical Qualifications:

1. Demonstrate ability in administration and management at the executive level. Experience directing the work of a staff of highly professional, as well as the ability to assume supervisory responsibility for in-house team efforts, interagency team efforts, interagency task forces and work groups.

2. Extensive education, training, experience, and mastery of analytical techniques sufficient to review issues: plan, develop, coordinate, and conduct studies and projects related to the Media Campaign.
3. Demonstrate skill in synthesizing effectively highly complex and voluminous materials, and in presenting complex ideas, conclusions, and recommendations persuasively and effectively, both orally and in writing.

Executive Core Qualifications:

1. Leading Change

This core qualification encompasses the ability to develop and implement an organizational vision, which integrates key national and program goals, priorities, values, and other factors. Inherent to it is the ability to balance change and continuity - to continually strive to improve customer service and program performance within the basic Government framework, to create a work environment that encourages creative thinking, and to maintain focus, intensity, and persistence, even under adversity.

2. Leading People

This core qualification involves the ability to design and implement strategies, which maximize employee potential and foster high ethical standards in meeting the organization's vision, mission, and goals.

3. Results Driven

This core qualification stresses accountability and continuous improvement, to make timely and effective decisions, and to produce results through strategic planning and the implementation and evaluation of programs and policies.

4. Business Acumen

This core qualification involves the ability to acquire and administer human, financial, material, and information resources in a manner, which instills public trust and accomplishes the organization's mission, and to use new technology to enhance decision making.

5. Building Coalitions/Communication

This core qualification involves the ability to explain, advocate, and express facts and ideas in a convincing manner, and negotiate with individuals and groups internally and externally. It also involves the ability to develop an expansive professional network with other organizations, and to identify the internal and external politics that impact the work of the organization.

APPLICATIONS MUST BE RECEIVED BY THE CLOSING DATE.

APPLICATIONS WILL NOT BE RETURNED.

RELOCATION EXPENSES WILL NOT BE PAID TO THE APPLICANT SELECTED.

If you omit any of the required information specified in the Optional Form 510, applying for a Federal job, your applications may be rated **INELIGIBLE**. To review a copy of OF-510 on-line, please go to www.opm.gov, click on the following: "Quick Index"; then "Forms"; then "Optional Forms"; and again on "OF-510").

REASONABLE ACCOMMODATION: This agency provides reasonable accommodation to applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process, please notify the agency. The decision on granting reasonable accommodation will be on a case-by-case basis.

User of the Telecommunications Devices for the Deaf (TDD) may call (202) 395-1160.

HOW TO APPLY:

PLEASE NOTE: Due to potential delays in the mail system, we encourage applicants to submit an electronic application or fax it to us (202 395-1262 or 202 395-1194) to ensure timely receipt of your application. **We cannot guarantee that applications, which are mailed, will be received by the closing date of the announcement.**

THERE ARE 2 OPTIONS FOR APPLYING:

FAX to 202-395-1262 or 202-395-1194 the following:

- (1) An Optional Application for Federal Employment (OF-612); or a resume; or the SF-171, Application for Federal Employment; or other written application, ensuring that all required information shown in Applying for a Federal Job, OF-510, is included in your application;
- (2) Your latest SF-50 "Notification of Personnel Action" and Performance Appraisal if you are a current or former Federal employee;
- (3) On a separate sheet, a narrative summary of your experience and/or education which concisely addresses each of the Selective Factors (if any) and Quality Ranking Factors; and
- (4) If applicable, SF-15, application for 10-point Veteran Preference

Please call 202-395-1088, if you wish to verify receipt of your faxed application.

ELECTRONIC SUBMISSION OF YOUR RESUME: You can submit your resume from the USAJOBS web site on the Internet. After reviewing the full text of this announcement, click on the 'Submit Resume on-line' shown on this page. Create or edit your resume. Please be sure to use the space entitled "Supplemental Information" to add any additional information specified in this announcement, such as Selective Placement Factor and Quality Ranking Factors.

When you have finished and select 'Send', your resume will be sent to our agency. Electronic Resumes can only be sent using the special icon in our announcement. To apply on-line, you must prepare your resume and SEND it before midnight Eastern Time of the closing date.

After you complete and send OPM's online resume, you will receive a web page message stating that your resume (for the specified announcement number) was sent to our agency. This message serves as a confirmation of your mailing. If you do not receive this statement your resume was not successfully transmitted and you should try again. You may wish to fax a copy of this confirmation message with any materials that must be faxed in order to complete the application.

SECURITY CLEARANCE: This position requires the selectee to obtain and maintain a security clearance. This means that a full field background investigation will be conducted, including appropriate credit checks. Any offer made is considered a tentative job offer pending the outcome of pre-employment interviews and any additional information obtained prior to the initiation of a full background investigation. This agency has the right to rescind the tentative offer at any time before the actual starting date of employment based on any negative information that may be found during the preliminary security and/or credit check. The position also requires the incumbent to be able to obtain a Top Secret clearance based on a current Special Background Investigation and be eligible for special compartmental access.

DRUG TESTING: The applicant tentative selected for this position will be required to submit to urinalysis to screen for illegal drug use prior to appointment. After appointment, the employee will be included in the agency's random drug testing program.

EEO STATEMENT: Applications will be accepted from all qualified persons. Consideration will be extended without discrimination for any non-merit reasons, such as race, color, religion, gender, national origin, political affiliation, marital status, age, membership or non-membership in employee organizations, or non-disqualifying physical handicap. Disabled applicants, disabled veterans, or any other applicants eligible for non-competitive appointment under special appointing authorities not requiring competitive status are eligible to apply regardless of the area of consideration and should clearly specify their special eligibility of their application.

CITIZENSHIP: Under Executive Order 11935, only United States citizens and nationals (residents of American Samoa and Swains Island) may compete for civil service jobs.

Direct Deposit is REQUIRED: As a condition of employment, candidates appointed, competitively promoted or reassigned are required to enroll and participate in Direct Deposit/Electronic Funds Transfer.